

**Allen G. Aaronson Department of Marketing and International Business**

**Tenure and Promotion Guidelines**

**May 22, 2023**

For tenure and promotion, a candidate is expected to have three “A” publications in addition to three other peer reviewed publications. All FT-50 journals and those on the Department’s A list of journals are considered as “A” journals. However, out of the three “A” publications, at least one would have to be an FT-50 publication. All publications must be after joining Baruch College.

For tenure and promotion, the Department also examines the candidate’s teaching and service. The department expects that the candidate is a solid teacher and is involved in some service activities. Typically, junior faculty are not assigned to time consuming service activities. Neither are they encouraged to volunteer for such service before tenure.

The department will undertake a case-by-case evaluation of each candidate using the above criteria.

**Department’s A list of journals:**

- 1) Quantitative Marketing and Economics (QME)
- 2) International Journal of Research in Marketing (IJRM)